

DISTRIBUTOR PRODUCT GUIDE

Complete Motor Trade

- This guide is for intermediary reference only.
- It doesn't contain the full terms and conditions of the contract of insurance.
- You can find more information about the product within the [policy overview](#).
- Full terms and conditions are within the [policy documents](#); you can request to have a copy of these.

Product design

We've provided an insurance solution for motor trade businesses for over 40 years.

We have a longstanding partnership with the Retail Motor Industry Federation (RMI) spanning over 25 years and we work with industry experts such as Thatcham, the Association of British Insurers (ABI) and the Motor Insurers' Bureau (MIB), in addition to our global partners across the Allianz Group. We continually draw upon this experience and insight, as well as customer research to ensure our products continue to add value and meet the evolving needs of our customers.

Complete Motor Trade is a Commercial Lines General Insurance product designed for businesses within the motor trade sector that want insurance protection for assets, earnings and legal liabilities. It meets the common needs for road risks, material damage and public and products liability requirements of businesses within the motor trade sector whilst ensuring value to each customer through the ability to tailor the selection of cover for specific requirements, including sector specific solutions such as; MOT, Loss of Licence, Conversion cover and inspection services for key items of plant and machinery. The policy overview provides details of the cover available.

Target market

Our target market for Complete Motor Trade includes:

- small to medium sized businesses with a turnover below £3m, operating within the motor trade sector. The cover and pricing approach has been adapted to recognize the needs of the SME sector
- firms whose primary business concerns the sale of motor vehicles, maintenance and repair of vehicles including recovery, and the sale of fuel, parts and accessories
- businesses that have premises and a requirement to use vehicles, which are not owned by them, during the course of the motor trade business, other than for the sale of fuel, parts and accessories.

We're able to provide insurance solutions for a broad range of businesses and are happy to consider those that sit outside of these parameters, however we would **not** look to write:

- risks where motor trade is not the main part of the business
- self-drive hire operators as an individual trade

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- direct participation or involvement, including the supply of products, in motor sports
- involvement in racing, rallies, speed trials, trial runs and endurance tests
- any risks where the predominant activity is:
 - breakers/dismantlers/salvage dealers
 - concessionaires
 - import brokers and dealers of grey imports
 - vehicle manufacturers
 - kit car manufacturers
 - motor vehicle training establishments including motorcycle training centres
 - car jockeying
 - haulage
- motor factors as sole traders
- coach proprietors
- recovery of vehicles involved in the movement of livestock
- public or private hire
- repossessions of vehicles
- manufacturing of bio-diesel
- risks with airside exposure
- cover for tankers or risks carrying high quantities of hazardous goods
- cash for cars/employee car ownership scheme
- sharing economy businesses
- multi-tenure risks
- libel and excess of loss cover
- manual work in USA/Canada
- non-renewable covers for less than twelve months
- businesses lacking in health and safety / risk protection control management and/or enforcement or those unwilling to comply with risk management requirements
- companies with connections or links to sanctioned individuals or countries
- retroactive covers.

This product isn't suitable for:

- a person acting for purposes outside of their trade, business or profession
- non-going concerns or the retired
- one or more persons operating from a residential premises
- businesses that operate outside of the UK requiring a global insurance solution
- businesses wanting insurance for vehicles which aren't used in connection with their trade or profession.

We wouldn't expect this product to provide fair value to:

- businesses whose vehicles are used extensively outside of the UK and European Economic Area
- businesses with very low level sums insured where we need to apply minimum premiums.

Potential conflicts

The policyholder could be conflicted if they wish to make lots of small claims, just above the excess limit, as this may impact the terms offered at subsequent renewals.

Product value assessment

Our product value assessment is based on the premium we charge for the cover and the services we provide. We take a wide range of factors into consideration, such as historical and expected claims frequencies, incurred and projected claims costs, plus scenario analysis, along with customer feedback.

We also consider how the premium is affected by the commission we pay the placing intermediary for the activities they conduct on our behalf. Any additional charges within the distribution chain may potentially erode the intended value of our product.

Distribution strategy

Our Complete Motor Trade product has been designed for distribution by insurance intermediaries that hold commercial agency facilities with us. They must have the appropriate level of understanding about the risks and exposures faced by their customers in the operation of their business.